



PUT THE DTCP TO WORK FOR YOU!

Downtown Tipp City's buildings are one of Main Street's most significant assets. Let the Downtown Tipp City Partnership provide insight and advice on how to capitalize on those assets and how to improve the image and profit potential of your downtown business.



FAÇADE IMPROVEMENT GRANTS

The Downtown Tipp City Partnership provides matching grants up to \$1,000 for qualifying projects within the historic district.

DESIGN ASSISTANCE

We provide owners & proprietors with free design consultation for façade improvements for buildings located in the downtown historic district. Conceptual drawings of buildings with advice on paint colors, signage, and remodeling are available.

STOREFRONT MARKETING

The storefront is the most important architectural feature of many historic commercial buildings. It also plays a crucial role in a store's advertising and merchandising strategy to draw customers and increase business. Let the Downtown Tipp City Partnership Design Committee assist you in maximizing this great asset!



Did you know that the Design Committee of the Downtown Tipp City Partnership provides free consultation and support to the commercial property owners in Tipp City's Historic Downtown District for exterior improvements to their storefronts? We're not the "design police!" We're here to make consistent efforts to provide helpful, positive support to business and property owners.

- Conceptual Plans and Written Guidelines
- Grant Opportunities
- Advocacy
- Permitting Assistance
- Information on Materials and Contractors

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Design Assistance
Façade Improvement Grants
Storefront Marketing



The Downtown Tipp City Partnership's Design Committee

CAPITALIZING ON MAIN STREET'S ASSETS

A collaborative effort that combines the strengths of the Tipp City community in order to enhance the image of downtown businesses.

Design Assistance

WHAT IS DESIGN ASSISTANCE?

The Design Committee provides free design assistance and consultation to downtown Tipp City business and property owners. For most projects, we provide suggestions for façade renovations, conceptual project renderings and listings of suitable materials. In addition, we can help guide you through the required City of Tipp City approval permitting process (Certificate of Appropriateness and Restoration Board approval).



Storefront Marketing

A GUIDE TO GOOD STOREFRONT DESIGN

The Design Committee can provide free assistance and consultation for personalized storefront marketing. Meanwhile, here are seven ideas that can assist you in marketing your business:

- 1. Consider the entire building.** Expand a business's presence and image by utilizing the whole façade—reintegrating upper-story design with the storefront, and uncovering facades.
- 2. Take cues from the neighbors.** Look at the entire streetscape for clues about the range of colors, styles, size, and character of storefront elements. Unity, not conformity—is the goal.
- 3. Change dramatically with color.** Keep the paint scheme simple (no more than three colors); use it to integrate the entire façade; choose shades and tones of the same hue; and select schemes that work with your neighbors.
- 4. Integrate facades with awnings.** Stick to simple, traditional shapes, colors, and materials; "fit" the awning within the storefront opening; avoid jarring or faddish colors or designs; and resist the temptation to use backlit, plastic "sign box" awnings.
- 5. Change image through signs.** The most significant changes can be accomplished through creative and sensitively designed signs. Placement, proportion, colors, material, and style should all reflect the building and business image.
- 6. Develop focal points with lighting.** Call attention to merchandise, signs, and architectural details through unobtrusive lighting. For exterior sign illumination, shaded gooseneck lamps work well. Use spots to highlight details.
- 7. Use windows to inject vitality.** Visual displays sell the merchandise selected and set the image of the business. Use creative displays that target only a few ideas. Your merchandise will come to life with dynamic arrangements, selective color, and good lighting.

Façade Improvement Program (FIP)

WHAT IS THE FIP GRANT PROGRAM?

The program offers up to \$1000 in matching funds (grants), along with design assistance to businesses in Tipp City's downtown commercial district in order to improve the appearance of individual building facades, signs, awnings, and the overall look of the district. The goal is to leverage private investment while making revitalization efforts affordable, creative and community-based.

WHO CAN APPLY FOR FIP FUNDING?

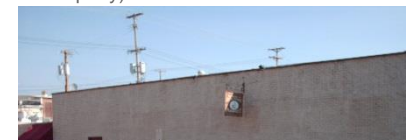
Any commercial building owner or store proprietor with lease authority or authorization from the owner can apply for funding. The project site must be located in the downtown area of Tipp City.

HOW ARE FIP PROJECTS SELECTED?

Applications will be reviewed and selected based on their compatibility with the vision and goals of the DTCP and their impact on the district. Depending on funding levels, the DTCP may award multiple grants per year.

A PICTURE IS WORTH A THOUSAND WORDS

The photos below depict the transformation of a vacant building into vibrant multi-tenant storefront. Owners Mike & Debbie Dungan received a Façade Improvement Grant in support of this great project, and are also tenants in the building (Broadway Hair Studio & Company).



Before



After



STRIVING TO ENHANCE, PRESERVE, AND PROMOTE DOWNTOWN TIPP CITY

Questions? We've got answers...

Downtown Tipp City Partnership – (937) 667-0883
Kevin Guigou, Chairman, Design Committee – (937) 474-8593